



Describe the four P's of your marketing mix:

1. **Products:** The goods and services that your business provides for sale to your target market. When developing a product, you should consider quality, design, features, packaging, customer service and any subsequent after-sales service.

2. **Place:** In regards to distribution, location and methods of getting the product to the customer. This includes the location of your business, shop front, distributors, logistics and the potential use of the internet to sell products directly to consumers.

3. **Price:** Concerns the amount of money that customers must pay in order to purchase your products. There are a number of considerations in relation to price including price setting, discounting, credit and cash purchases as well as credit collection.

4. **Promotion:** Refers to the act of communicating the benefits and value of your product to consumers. It then involves persuading general consumers to become customers of your business using methods such as advertising, direct marketing, personal selling and sales promotion.